

# Futures studies

## Scope

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A multi-disciplinary reporting expertise that:

- sees change as norm and speeding up
- sees events as interrelated
- proposes many alternative futures
- distinguishes between possible (review of data), probable (review in light of future interviewing), and preferable futures (review of data in relation to strategy)
- looks at consequences, ideas, values
- integrates short (data analysis), medium (data modelling), and long range planning (scenarios)

## Production

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Rather than a large study, 1WR recommends a series of exercises to be conducted progressively, as and when required.

Exercises in light of various information sources are conducted by media intelligence and 1WR experts together.

Outcomes are summarized using matrixes and graphics, as presented in the two examples below:

